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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)

Amendment of Section 73.202(b))

Table of Allotments)

FM Broadcast Stations)

(Homestead and North Miami)

Beach, Florida))

MM Docket No. _____

RM- _____

To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

PETITION FOR RULEMAKING

NEW AGE BROADCASTING, INC.

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August 11, 1994

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SUMMARY

New Age Broadcasting, Inc., licensee of WXDJ(FM), Homestead, Florida, petitions the Commission to modify the Table of FM Allotments by deleting Channel 239C1 from Homestead and adding Channel 239C2 to North Miami Beach, Florida.

The proposed allocation is consistent with Commission policies. First, the proposed allocation is mutually exclusive with presently allocated facilities, and the WXDJ will be able to provide 70 dBu service to all of North Miami Beach from the allocation site. Second, Homestead, which is part of the Miami-Hialeah Urbanized Area, will continue to have numerous radio transmission services.

Third, reallocation of channel 239 to North Miami Beach will yield substantial public interest benefits. North Miami Beach, a distinct and growing community, will receive its first local transmission service. WXDJ will improve its existing service to the Miami-Hialeah Urbanized Area by greatly increasing the population served by the station. Significantly, the change will have virtually no impact on existing listeners, all of whom will continue to be well served by alternative radio services.

Thus, by adopting the petition for rulemaking, the Commission will further its public service goals by permitting WXDJ to enhance substantially its radio service.

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To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

PETITION FOR RULEMAKING

New Age Broadcasting, Inc. ("New Age"), licensee of Radio Station WXDJ(FM), Channel 239C1, Homestead, Florida, by its attorneys and pursuant to Sections 1.401 and 1.402(i) of the Commission's Rules, hereby petitions the Commission to amend the Table of FM Allotments, 47 C.F.R. § 73.202(b), to delete Channel 239C1 from Homestead, Florida, add Channel 239C2 to North Miami Beach, Florida, and modify WXDJ's license accordingly. New Age will file the modification and license applications necessary to complete the proposed changes. For the reasons stated hereinafter, New Age respectfully submits that the proposed modifications fulfill the Commission's allotment priorities and greatly enhance the overall public interest.

I. ALLOTMENT OF CHANNEL 239C2 TO NORTH MIAMI BEACH IS FULLY CONSISTENT WITH COMMISSION RULES AND POLICIES

A radio licensee may propose to change its community of license without being subject to competing proposals where: 1) the requested allotment is mutually exclusive with the existing allotment; 2) the community from which the channel is being moved will not be deprived of its only local transmission service; and 3) the change will result in a "preferential arrangement" of allotments.¹ The proposal to allot Channel 239C2 to North Miami Beach complies with each of these requirements.

A. *The Proposed Allocation Is Mutually Exclusive with the Existing Allocation and Complies with the Commission's Technical Rules*

As demonstrated in the attached engineering study prepared by Radiotechniques Engineering Corporation, the proposed allotment of Channel 239C2 to North Miami Beach is mutually exclusive with the existing allotment of Channel 239C1 at Homestead.² In addition, the proposed allotment complies in all respects with the spacing requirements of Section 73.207 of the Commission's Rules. And, as required, the 70 dBu contour of the proposed facility covers the entire city of North Miami Beach.³

¹ 47 C.F.R. § 1.402(i); See Modification of FM and TV Authorizations to Specify a New Community of License, 4 F.C.C. Rcd 4870, 4872-74 (1989), recon., 5 F.C.C. Rcd 7094 (1990).

² Engineering Report of Radiotechniques Engineering Corporation, dated July 27, 1994, at 2 ("Engineering Report").

³ Id. at 2-3.

B. Homestead Has Numerous Local Transmission Services

In addition to WXDJ, Homestead currently receives local transmission service from WOIR, an AM station that has been serving the community since 1957.⁴ Homestead will also shortly receive a new noncommercial educational FM station.⁵ Moreover, as shown below, Homestead is part of and interdependent with the Miami-Hialeah Urbanized Area, and, as a result, receives all of the transmission services throughout the metropolitan area. In short, Homestead will continue to have a plethora of local transmission services if the proposed modification is granted.

II. REALLOCATING CHANNEL 239 FROM HOMESTEAD TO NORTH MIAMI BEACH WILL FURTHER THE COMMISSION'S ALLOTMENT PRIORITIES

The Commission's allotment policies prefer: 1) first full-time aural service; 2) second full-time aural service; 3) first local service (accorded the same weight as #2); and 4) other public interest factors.⁶ The proposed reallocation will provide North Miami Beach with its first local transmission service. Equally important, given the Commission's usual analytical approach to allotment issues, the proposal advances a number of other important public interest factors.

⁴ Broadcasting Yearbook (1994) at A-71.

⁵ Engineering Report at 3; see FCC File No. BPED-931213MS. The application for the new noncommercial educational station is past cut-off, and no petitions or competing applications were filed.

⁶ FM Channel Policies/Procedures, 90 F.C.C.2d 88, 91-93 (1982).

A. *The Proposal Will Improve WXDJ's Existing Service to the Miami-Hialeah Urbanized Area, Not Extend Service to a Different Market*

WXDJ's licensed facilities provide radio service to the entire Miami-Hialeah Urbanized Area.⁷ The proposed relocation will permit New Age to improve upon this existing service.

Virtually all of Homestead's population resides within the Miami-Hialeah Urbanized Area. According to 1990 Census figures, approximately ninety-eight percent (98%) of Homestead's total population of 26,866 is within the defined Urbanized Area.⁸ The Urbanized Area not only encompasses Homestead, it sweeps even further south to include Florida City, a community located directly below Homestead but still wholly within the Urbanized Area.⁹

Accordingly, for allotment purposes, WXDJ is one of thirty-three (33) radio services licensed within the Urbanized Area,¹⁰ rather than just the second existing radio service in Homestead. Relocation of WXDJ to North Miami Beach, another community within the

⁷ On August 24, 1992, WXDJ's antenna tower was destroyed by Hurricane Andrew. The station has operated at reduced power with temporary facilities pursuant to special temporary authorization since September 11, 1992.

⁸ Engineering Report at 4-5. Only 585 residents of Homestead live in areas outside the Urbanized Area. *Id.* at 5.

⁹ *Id.* at Figure 3.

¹⁰ *Id.* at 6.

same Urbanized Area, will have no impact on the number of transmission services currently available to Homestead.¹¹

Other factors further demonstrate that Homestead is in fact an integral and interdependent part of the Miami metropolitan area. In similar cases where the relevant community of license is within an Urbanized Area, the Commission analyzes three criteria to determine whether the community qualifies for a first local transmission service preference or whether it should be considered to have all the transmission services available in the urban market: 1) the size and proximity of the specified community to the central city; 2) the population coverage of the signal; and 3) the interdependence or independence of the specified community to or from the central metropolitan city.¹² In general, the smaller and closer the community is to the urban center and the greater the station's coverage of the metropolitan area, the more likely the Commission will find that interdependence exists.¹³ Measured against these factors, Homestead must be considered part of and interdependent with the Miami-Hialeah Urbanized Area for allotment purposes.

First, Homestead is reasonably close and has a very small population relative to Central Miami. It is located only twenty-nine (29) miles from Miami's central business district and connected to the center city by high capacity US Highway 1.¹⁴ According to

¹¹ See Bon Air, Chester, Mechanicsville, Ruckersville, Williamsburg and Fort Lee, Virginia, 7 F.C.C. Rcd 6309 (Allocations 1992); Boca Raton and Lake Worth, Florida (NPRM), 8 F.C.C. Rcd 6189, 6190 (Allocations 1993).

¹² Faye and Richard Tuck, 3 F.C.C. Rcd 5374, 5377 (1988).

¹³ Id. at 5378.

¹⁴ Engineering Report at 5.

the 1990 Census, Homestead has a population of 26,866. This is only seven percent (7%) of the size of Miami, which has a population of 358,548.¹⁵ In addition, Homestead's population has declined dramatically in recent years due to the aftermath of Hurricane Andrew and the closure of Homestead Air Force Base. Recent data provided by the Florida Institute of Government at the University of Florida show that Homestead's population has declined to 18,700, a decrease of thirty percent (30%) in less than four years. Indeed, after the storm, the population of the general South Dade area, which includes Homestead, dropped by more than 100,000 people. Population figures are not expected to recover for years to come.¹⁶

Second, WXDJ's licensed facilities currently provide protected service to metropolitan Miami and the surrounding area. Its licensed 1 mV/m service contour covers the entire Miami-Hialeah Urbanized Area as well as the Miami-Hialeah PMSA.¹⁷ Also, WXDJ's principal 70 dBu service contour covers over eighty percent (80%) of the Miami-Hialeah Urbanized Area.¹⁸

Third, Homestead is interdependent with the Miami-Hialeah Urbanized Area because it relies on central Miami for substantially all of its goods and services. The Miami Herald, published in Miami, is the only daily newspaper of general circulation in Homestead. The

¹⁵ Population and Housing Unit Counts, Florida, Bureau of the Census, 1990, at 75.

¹⁶ See Population Estimates & Projections Post-Hurricane Andrew, Dade County, Florida, 1993, prepared by Metropolitan Dade County Planning Department.

¹⁷ Engineering Report at 4.

¹⁸ Id.

South Dade News Leader, which is published in Homestead and appears only twice weekly, is a news and advertising periodical designed to serve all of South Dade County. The city has an elected city council and mayor and a local police force. However, fire department services, education, and transportation services are provided by Dade County.

In sum, Homestead is physically located almost wholly within the Miami-Hialeah Urbanized Area. In addition, Homestead meets all three criteria applied by the Commission to determine whether a small community should be treated as part of the larger urban area for allotment purposes: it is a small community, relatively close to central Miami, and interdependent with the urban area. By relocating from Homestead to North Miami Beach, also a part of the Miami-Hialeah Urbanized Area, WXDJ will be improving its radio service within an Urbanized Area and not shifting service to a different market.¹⁹

B. The Proposed Move to North Miami Beach Will Permit WXDJ To Provide a First Local Service to The Citizens of a Distinct and Growing Community

North Miami Beach, incorporated in 1926, had a 1990 population of 35,359, which is thirty-one percent (31%) larger than Homestead before Hurricane Andrew and eighty-nine percent (89%) larger since the relocation of population subsequent to the hurricane.²⁰ North

¹⁹ See Los Angeles and Norwalk, CA, 6 F.C.C. Rcd 2136 (Allocations 1991); see also, Boca Raton and Lake Worth, Florida (NPRM), 8 F.C.C. Rcd 6189, 6190 (Allocations 1993).

²⁰ Population and Housing Unit Counts, Florida, Bureau of the Census 1990, at 76.

Miami Beach, moreover, continues to grow: only one year after the 1990 census, the city's population was estimated to have increased to 36,300.²¹

North Miami Beach has a popularly elected mayor and city counsel. Its local government is responsible for providing many of the city's civil services, including its own local police and library services.

The city of North Miami Beach is an independent community with its own unique needs and attributes. North Miami Beach publishes a daily newspaper, the North Miami Beach Community Newspaper, which currently serves the print needs of local residents, businesses and organizations. Its city officials have also expressed a desire to address the need for their own local radio voice, separate from any media sources available in greater Miami. On July 5, 1994, the City Council approved a resolution specifically finding that North Miami Beach has its own "distinct needs and interests" and fully supporting New Age's request to become the city's first local transmission service.²²

North Miami Beach has a distinct and diverse commercial center. The North Miami Beach Chamber of Commerce actively promotes the local business interests of the city that exist separate and apart from central Miami. According to the 1993 Commercial Atlas and Marketing Guide, North Miami Beach is defined as a "significant local business center" which serves its "immediate area as the main source for shopping goods," including surrounding suburbs.²³

²¹ 1993 Commercial Atlas and Marketing Guide, at 86 (1991 population estimate).

²² See attached Resolution No. R94-31 (July 5, 1994).

²³ 1993 Commercial Atlas and Marketing Guide, at 37, 86.

C. *The Proposed Change in Community of License Will Yield Substantial Improvements in WXDJ's Radio Service*

In addition to providing North Miami Beach with a valuable first local transmission service, relocation of WXDJ will produce substantial benefits to the whole metropolitan area. Currently, the licensed facilities provide protected 1 mV/m service to 2,547,093 people. In contrast, the proposed facilities would provide 1 mV/m service to 2,721,724, a net increase of 174,631 people (6.9%).²⁴ The improvement in service is even more dramatic in terms of WXDJ's 70 dBu service. At present, 1,760,191 people are within WXDJ's 70 dBu contour, whereas the proposed facilities will provide 70 dBu service to 1,960,358 people, a net increase of 200,167 people (11.4%).²⁵

In contrast to the foregoing major increases in WXDJ's service, the only loss of service resulting from the proposed change will be absolutely de minimis. Most of the territory within WXDJ's licensed 60 dBu service contour that will not receive 60 dBu service from the proposed allocation site is uninhabited, protected swampland.²⁶ As a result, of the 2,547,093 people who are presently within the station's licensed 60 dBu contour, only 34,037 (1.3%) will lose WXDJ's service.²⁷

²⁴ Engineering Report at 6. A total of 208,668 people reside within the area gaining service.

²⁵ Id. at 6-7.

²⁶ Id. at 7.

²⁷ Id. at 7-8. In fact, since operating from temporary facilities pursuant to special temporary authorization following Hurricane Andrew in 1992, none of the 34,037 people theoretically "losing" WXDJ's service have actually been able to receive the station's signal.

Significantly, owing to the high number of alternative services available in the Miami area, all listeners who will lose WXDJ's existing service will continue to receive at least two aural services. Therefore, the proposed move will not result in any "grey" or "white" areas. In fact, as a result of the proposed change, only 149 people (0.0058% of the listeners within WXDJ's licensed 60 dBu contour) will have fewer than three aural services. In total, all but 1402 people (or five one-hundredths of one percent of the listeners within WXDJ's licensed 60 dBu contour) who will lose service from WXDJ will still have at least five aural services.²⁸

The proposed change is consistent with Commission precedent. In Bon Air, Chester, Mechanicsville, Ruckersville, Williamsburg and Fort Lee, Virginia, the Commission modified a station's community of license where the move from one Urbanized Area to another Urbanized Area provided an additional radio service to 205,306 people.²⁹ The permitted change in that case caused 156,609 people to lose existing service, and over 500 were left with only two full-time services. The relocation in Bon Air, therefore, resulted in the addition of a radio service to a net population of only 48,697.

In comparison, New Age's proposed change in community will occur within the same Urbanized Area, not from one Urbanized Area to another as Bon Air. The change will result in a net increase in population served that is over three and one-half times greater than

See id. at 8. Thus, relocation to the proposed allocation site would not eliminate service to anyone who has been able to receive WXDJ's service for approximately the past two years.

²⁸ Id. at 8-10.

²⁹ Bon Air, Chester, Mechanicsville, Ruckersville, Williamsburg and Fort Lee, Virginia, 7 F.C.C. Rcd 6309 (Allocations 1992).

in Bon Air (174,631 vs. 48,697), but with only a fraction of the loss of listeners as approved in Bon Air (34,037 vs. 156,609). Moreover, only 149 of the people losing WXDJ's service will have fewer than three alternative radio services. Thus, the substantial increase in the number of people who will receive WXDJ's service greatly outweighs the plainly de minimis loss of service.

The proposed move to North Miami Beach will also result in significant technical improvements in WXDJ's operations. Although the station provides a protected 60 dBu service contour to the entire Miami-Hialeah Urbanized Area, reception of WXDJ's signal in the "urban canyon" in central Miami presently is not adequate. The change in location, however, would yield substantial improvements in WXDJ's signal quality in this area.³⁰

Finally, the proposed move would further the Commission's goal of promoting diversity of programming by enabling WXDJ to provide its unique and popular programming to a significantly broader audience. WXDJ provides Spanish language programming that is intended to address the particular needs and interests of the Miami area's significant Hispanic population. By reallocating Channel 239 to North Miami Beach, WXDJ will improve its reach to this minority audience by over 7,000 people,³¹ furthering the Commission's policies of increasing media diversity.

³⁰ See Engineering Report at 7.

³¹ Id. at 6.

D. The Proposed Change Will Have No Material Effect on Radio Service Available to Homestead

Being part of the Miami-Hialeah Urbanized Area, Homestead is blanketed with alternative radio service. Six radio stations (excluding WXDJ) provide full-time city grade coverage to Homestead, and five other AM stations provide a 5 mv/m daytime contour over Homestead.³² Homestead also will be the community of license for a new proposed noncommercial educational FM station.³³ An additional twenty-two (22) stations (excluding WXDJ) provide protected service to the community. Thus, a total of thirty-three (33) different radio stations (excluding WXDJ) provide protected aural service to Homestead.³⁴ Moreover, from the proposed allocation site, WXDJ could provide 1 mV/m service to the entire community of Homestead. As a result, the proposed reallocation will have no impact on the number of reception services available to Homestead.³⁵

III. CONCLUSION

The foregoing demonstrates that the proposed change in community of license from Homestead to North Miami Beach complies with all Commission technical requirements. It is consistent with the Commission's allotment priorities, and the relocation will yield

³² ***Id.*** at 11.

³³ FCC File No. BPED-931213MS.

³⁴ Engineering Report at 11.

³⁵ ***See Boca Raton and Lake Worth, Florida (NPRM)***, 8 F.C.C. Rcd 6189, 6190 (Allocations 1993).

substantial improvements in service to the Miami-Hialeah Urbanized Area. North Miami Beach will receive its first local transmission service, and Homestead will remain amply served by both local transmission and reception services. The proposed change will enable WXDJ to provide its unique and diverse programming to an additional 174,631 people, directly serve a growing and distinct community with its own needs and interests, and greatly improve the station's overall technical operations. These substantial public benefits will come with virtually no diminution in service to existing listeners.

Because of the substantial public interest benefits to be achieved by the proposed reallocation, New Age requests expedited consideration of this Petition.

WHEREFORE, the above premises considered, New Age respectfully requests that the Commission amend the Table of FM Allotments to delete Channel 239C1 from Homestead, Florida, add Channel 239C2 to North Miami Beach, Florida, and modify WXDJ's license accordingly.

Respectfully submitted,

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402 TENTH AVENUE • P.O. BOX 367 • HADDON HEIGHTS, NJ 08035-0367

Engineering Report

In Support of:

**Petition for Change of FM Table of Allocations
to move Channel 239C1 at Homestead, Florida
to Channel 239C2 at North Miami Beach, Florida**

on behalf of:

**New Age Broadcasting, Inc.
Licensee of WXDJ**

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Engineering Report
Petition to Change Community of License
WXDJ, New Age Broadcasting, Inc.

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Abstract

Radiotechniques Engineering Corp. has been retained by New Age Broadcasting, Inc. licensee of WXDJ, Homestead, Florida. This report was prepared in support of a petition to modify the Table of FM Allotments to move channel 239 C1 at Homestead, Florida to 239 C2 at North Miami Beach, Florida.

Both Homestead and North Miami Beach are in Dade County, and within the Miami-Hialeah Urbanized Area and the Miami-Hialeah, Florida PMSA. This petition will provide North Miami Beach with a first local service, while leaving Homestead with a full time AM station, and a pending application for a new FM station. It will also increase the population within the WXDJ service contour within the market it already serves.

This report details the engineering, radio service and population characteristics of the proposed changes.

This report is necessarily based upon the 1990 US census. Hurricane Andrew devastated the Homestead area after the census was complete. The hurricane caused a great displacement of population, since both businesses that employ people and residences where people live were destroyed. This event has changed the nature of the present city of license permanently.

Homestead Air Force Base will not be rebuilt, and will no longer be a major Air Force facility. The Air Force base will no longer provide this substantial area employment base. The figures shown herein do not consider the substantial population decrease that the hurricane and base closing have caused to the Homestead area.

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Threshold Technical Criteria

Mutual Exclusivity

The proposed change of the Table of FM Allotments is mutually exclusive with the authorized facilities of WXDJ and the present allocation of Channel 239 C1 at Homestead, Florida because the proposed allocation location is 37 km from the present allocation and licensed facility. The required cochannel spacing is 224 km for class C2 to Class C1, making the proposed allocation 187 km short spaced with the present allocation.

Allocations

The proposed allocation location is at 25° 42' 55" North Latitude, and 80° 09' 17" West Longitude. This location is plotted on Figure 1.

An allocations study of the proposed site shows that it is fully spaced with respect to all allocations and stations excepting the present WXDJ:

MAPFM search 239C2 (95.7 MHz), at N. 25 42 55, W. 80 9 17.

Call	City	State	Cha	Cl	Dist.	Req.Sp	Bearing	Clear by
====	=====	=====	==	==	=====	=====	=====	=====
ALC	Fort Pierce	FL	238	C1 U	157.6	158.0	351.5°	-0.4
WOVV	Fort Pierce	FL	238	C1 L	157.6	158.0	351.5°	-0.4
ALC	Homestead	FL	239	C1 U	37.0	224.0	238.4°	-187.0
WXDJ	Homestead	FL	239	C1 A	27.6	224.0	283.4°	-196.4
WXDJ	Homestead	FL	239	C1 L	37.0	224.0	238.4°	-187.0
ALC	Bonita Springs	FL	241	C U	184.8	105.0	296.0°	79.8
WRXKFM	Bonita Springs	FL	241	C L	167.1	105.0	298.0°	62.1
WZMQ	Key Largo	FL	292	C2 A	94.4	20.0	207.0°	74.4

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The spacing with respect to WOWV rounds to 158 km, which is considered a fully spaced location. This proposal is mutually exclusive with the licensed facilities of WXDJ.

Community of License Service

From the proposed location, the entire city of North Miami Beach would be served with a 70 dbuV principal Community Contour. Appendix figure 1 shows the service contours of a full facility class C2 FM station (50 kW station at 150 meters HAAT) from the proposed allocation site. The 70dbuV contour fully encompasses the boundaries of North Miami Beach, Florida.

The proposed location is more than 290 km (180 miles) from the United States border with any foreign countries except Bahamas, and Cuba.

Availability of Local Transmission Services

Present Local Transmission Services for North Miami Beach, Florida:

None

Local Transmission Services for Homestead, Florida following the proposed change:

WOIR(AM) 1430 kHz 5 kW LS 500 W Night (Licensed Station)

BPED-931213MS, class A, 88.1 MHz (Pending application, past cutoff, no competing applications or petitions to deny)

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Improvements to WXDJ's existing service to Metropolitan Miami

WXDJ presently serves the Miami metropolitan area

The WXDJ presently licensed facility provides 60 db μ V protected service to 100% of the Miami-Hialeah Urbanized Area and to 100% of the Miami-Hialeah PMSA. This is illustrated in Appendix Figure 2. Figure 2 is a map of the licensed and proposed service areas, along with the boundaries of the Miami-Hialeah PMSA and the Miami-Hialeah Urbanized Area.

The licensed 70 db μ V contour presently serves 84.2 % of the Miami-Hialeah Urbanized Area, as measured by a polar planimeter.

Homestead is part of the Miami metropolitan area

Virtually all of the Homestead population as depicted by the 1990 Census resides within the Miami-Hialeah Urbanized Area. In August 1992 Homestead was devastated by Hurricane Andrew and therefore the Census does not represent the present population well. Only some of the homes have been rebuilt, the number of businesses in the area has decreased substantially. The effects of the Hurricane and the realignment or closing of the Homestead Air Force base will decrease the scope of the Homestead local economy for a long time to come and renders the 1990 Census inaccurate.

Figure 3 is part of a Census map of the Miami-Hialeah, FL PMSA. This map shows the boundaries of Homestead, FL and the census blocks for which the population is enumerated. The extent of the Urbanized Area was overlaid upon this map, and crosshatched.

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Several Census blocks are partially urbanized. To determine the population that resides outside the Urbanized Area, the locus of each Census block group was plotted on the map. These loci are designated by a letter A through H on Figure 3. Those block groups which fall outside the Urbanized Area contain the population of Homestead that resides outside the Urbanized Area. The following details the population of Homestead residing outside the Miami-Hialeah Urbanized Area:

County	Subdivision,	Place,	Tract,	Block Group	
	Latitude	Longitude	Population	Figure 3	Map reference
Homestead division (pt.), Homestead city (pt.)	Tract 110.01 (pt.),	BG 9 (pt.)			
25-28-19	80-27-04	3	F		
Homestead division (pt.), Homestead city (pt.)	Tract 110.02 (pt.),	BG 4 (pt.)			
25-28-38	80-26-15	4	G		
Homestead division (pt.), Homestead city (pt.)	Tract 110.02 (pt.),	BG 9 (pt.)			
25-28-06	80-26-31	208	H		
Homestead division (pt.), Homestead city (pt.)	Tract 114.98 (pt.),	BG 8 (pt.)			
25-27-05	80-26-03	370	B		

Population of Homestead residing outside the Miami-Hialeah Urbanized Area: 585 persons

According to the 1990 US Census, the population of Homestead was 26,866 persons. 97.8% of this total population resided inside the Miami-Hialeah Urbanized Area.

Homestead is local to Miami

Homestead is 46.5 km from the center business district of Miami. It is connected by US Route 1, a high capacity highway to the center of Miami, a drive of approximately thirty-five minutes.

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Radio Services licensed to communities within the Miami-Hialeah Urbanized Area.

There are thirty-three AM and FM broadcasting stations plus the proposed educational FM station licensed to communities within the Urbanized Area. Figure 4 is a list of these stations, and their communities of license. Of the thirty-four stations licensed to communities within the Miami-Hialeah PMSA, thirty-three are licensed to communities within the Miami-Hialeah Urbanized Area. (including the proposed educational FM for Homestead)

Net Population Gains

A block level population analysis of the facility proposed to be allocated to North Miami Beach was made using the 1990 United States Census. The total population for the North Miami Beach 60 db μ V service area is 2,721,724 persons.

A similar analysis was made for the WXDJ licensed facility. The total population for the Licensed 60 db μ V service area is 2,547,093 persons.

Accordingly, the change proposed represents a net service increase of 174,631 persons (+6.9 % increase) within the 60 db μ V contour. There is a gain of population coverage in all ethnic groups except American Indian, where the decrease was only six persons. Significantly, given that WXDJ is programmed in Spanish language, there is an increase of 7,308 Hispanic persons within the station's 60 db μ V service contour.

City Grade population

Population studies were undertaken using the 1990 United States Census to determine the population that will be served by the city grade 70 db μ V contour of the proposed

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facility, and the population receiving similar service from the licensed facility. The population receiving 70 db μ V service from WXDJ as a Class C2 facility at the proposed North Miami Beach site is 1,960,358 persons. The population receiving 70 db μ V service from WXDJ facilities at its licensed site is 1,760,191 persons.

The net population gain is 200,167 persons (+11.4 % increase) within the City Grade service contour for the proposed changes.

The high signal strength contours of a station must reach the densely populated areas of the market. High population density areas have a lot of locally generated radio interference due to the higher density of computers, motors, light dimmers, etc. In metropolitan areas with tall buildings, such as Miami, a second need is to concentrate the strong signal levels in the areas with high rise construction. The radio signals are highly susceptible to variation from shadowing and multipath propagation in the "urban canyons" of a downtown area. A strong base signal strength delivers adequate signal to the most shadowed areas.

The relocation of the transmitter site enabled by the proposed change in the table will permit WXDJ to provide high signal strength service to the high rise and densely populated areas of the Miami-Hialeah PMSA. The high signal strength areas from the licensed WXDJ facility are now largely wasted over the Everglades Swamp, as shown in Figure 2.

Population Loss

The population that will lose service was evaluated by comparing the Census block groups listed in population studies of the proposed and licensed service areas. Any Census block groups which are listed in the study of the licensed facility that are not also listed in the study of the proposed facility lose service. The population that was

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served by the licensed facility, but will not receive service from the proposed facility is 34,037 persons. This represents only 1.9 % of the population served by the licensed facility.

(Note: WXDJ has not operated with its licensed facilities since Hurricane Andrew destroyed the tower described in its license. WXDJ has been operating from temporary facilities since the hurricane. The temporary facilities do not provide service to any of the 34,037 persons theoretically losing service. In other words, the people "losing service" have not actually received service from WXDJ for almost two years)

No creation of "White" or "Grey" Areas

The entire area served by the licensed WXDJ facilities is served by WMCU, Miami, and WRTO, Goulds, FL, therefore, *all of the area losing service from WXDJ will receive at least two FM broadcast signals.*

The population of the area losing service from WXDJ and having few other protected signals was analyzed. Appendix Figure 5 shows the areas in crosshatch with various numbers of available FM signals. It can be seen from the plot of the contours of stations in the market that areas with more than four FM services have "many" available signals.

The population of the areas with four or fewer services, using the 1990 Census is as follows: